



Brand Guidelines

March 2022 / R101



We're here to help

Should you have any questions about our design system or want feedback on something you're working on we are always available. Please send off an email to brand@fortinet.com and we'll get right back to you.

We have additional guidelines:

- Events
- Sponsorships
- Video
- Sub Branding

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Fortinet's Mission

Securing people, devices,
and data everywhere.

Fortinet's Vision

Making possible a digital
world you can always trust.

Fortinet Brand Guidelines / Introduction

About Fortinet

For over 20 years, Fortinet has been a driving force in the evolution of cybersecurity and the convergence of networking and security. Our network security solutions are the most deployed, most patented, and among the most validated in the industry. Our broad, complementary portfolio of cybersecurity solutions are built from the ground up with integration and automation in mind, enabling more efficient, self-healing operations and a rapid response to known and unknown threats.



The Fortinet Logo

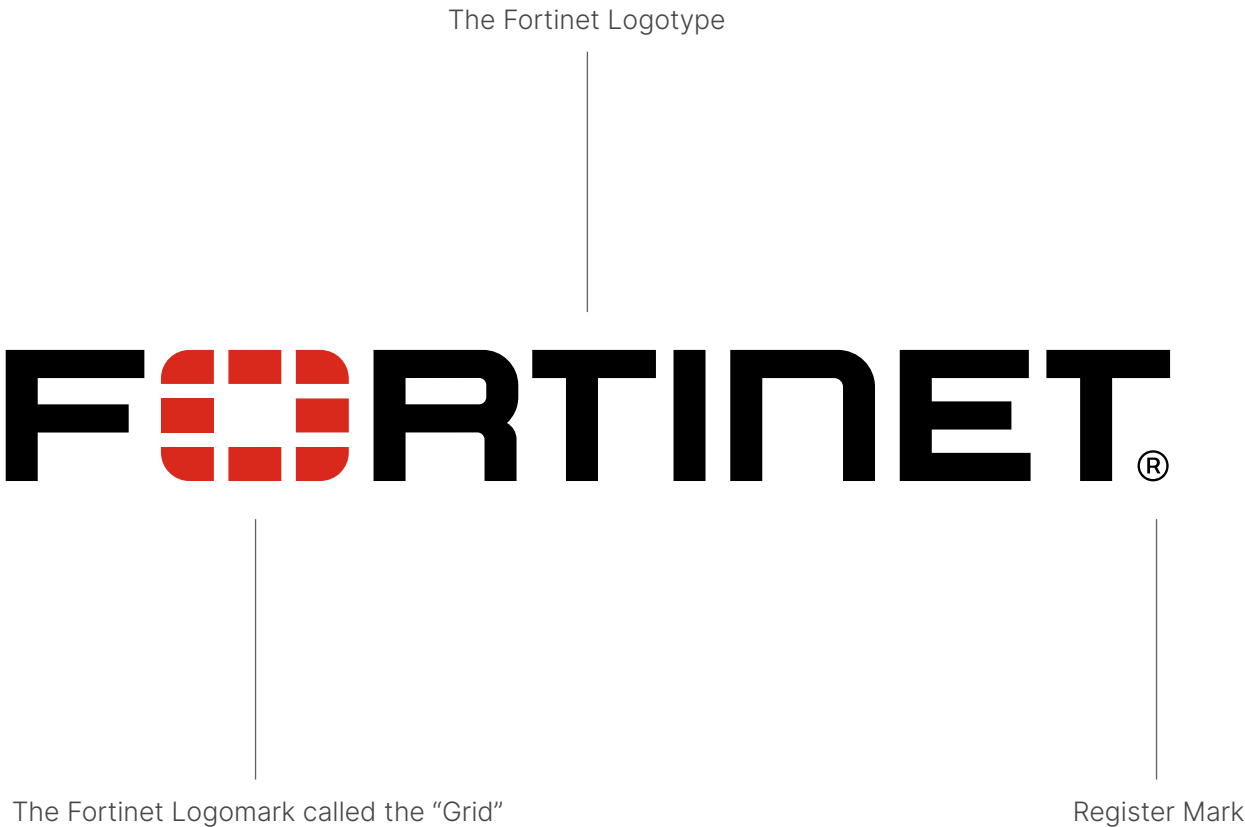
Fortinet Brand Guidelines / The Fortinet Logo

The Fortinet Logo

The Fortinet logo consists of a logomark we call the “Grid” and logotype with a “®” registered trademark at the lower right corner. Combined together they create a single, unified image of our brand.

This is our primary identity statement and should be used with great care and in accordance to the standards set forth in this document.

Click [here](#) for additional Fortinet trademarks.

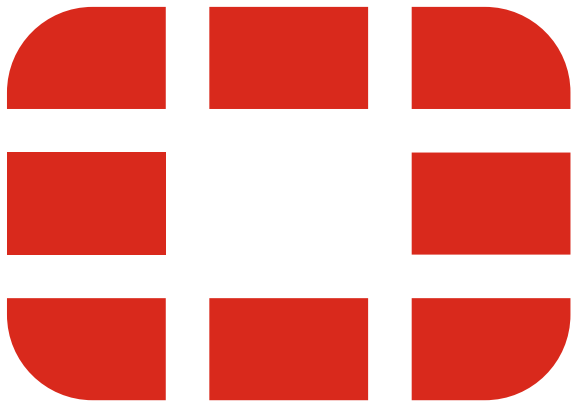


Fortinet Brand Guidelines / The Fortinet Logo

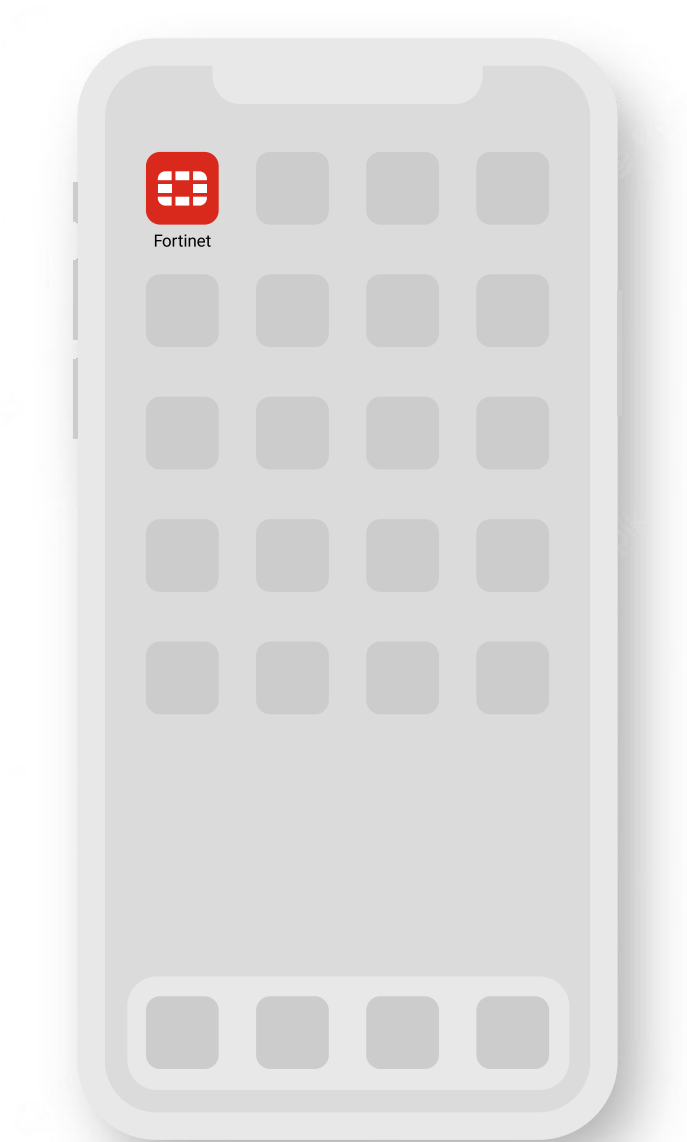
The Fortinet Grid

The Grid symbol can be used as a shorthand to represent Fortinet brand. To maximize recognition, the symbol should be used when the Fortinet brand has already been established.

The symbol may also be employed in instances where there is insufficient room to accurately display the Fortinet logo. Some examples are social media icons or mobile application icons.



The Fortinet Logomark called the “Grid”



Fortinet Brand Guidelines / The Fortinet Logo

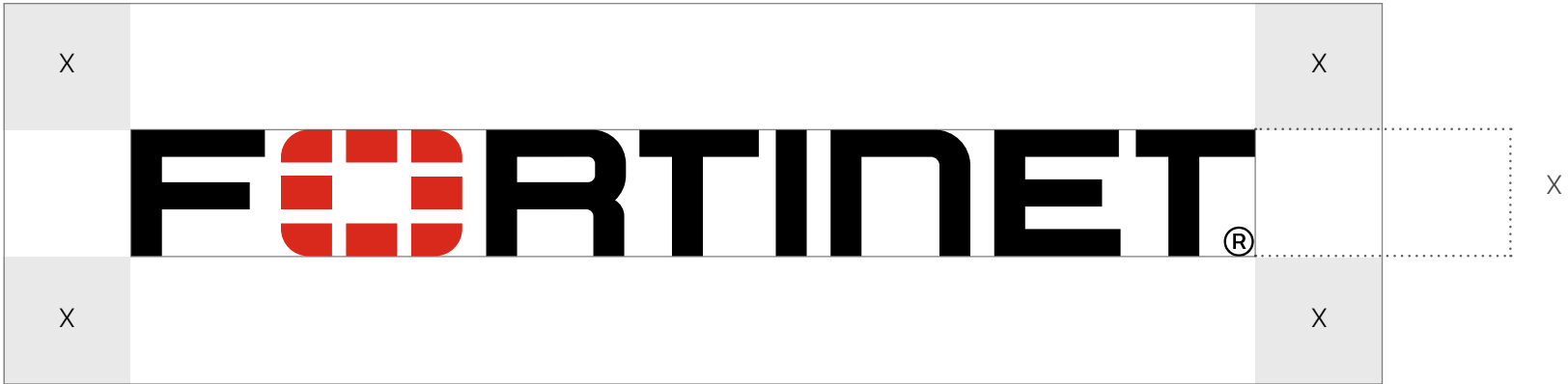
The Fortinet Logo Clear Space

The Fortinet logo requires clear space for optimal impact. Be sure to avoid infringing upon this space with other graphics or images. This clear space has been defined by the cap-height of the logotype, referred to as “X.” The Fortinet logo can be placed against element behind it as long as there is sufficient contrast between the logo and any graphics or images behind it.

Minimum Size

The Fortinet logo should always be large enough to ensure legibility. By establishing a minimum size, we ensure it is always prominent and readable. The Fortinet logo reduces beautifully and is legible down to the following, as measured by the height of the cap height in the logo:

- 54 pixels (width) for digital applications
- .75 inches or 19 mm (width) for printed applications



FORTINET

Minimum Size

Fortinet Brand Guidelines / The Fortinet Logo

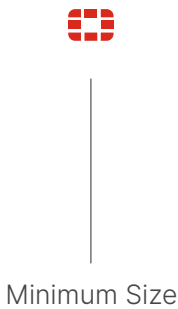
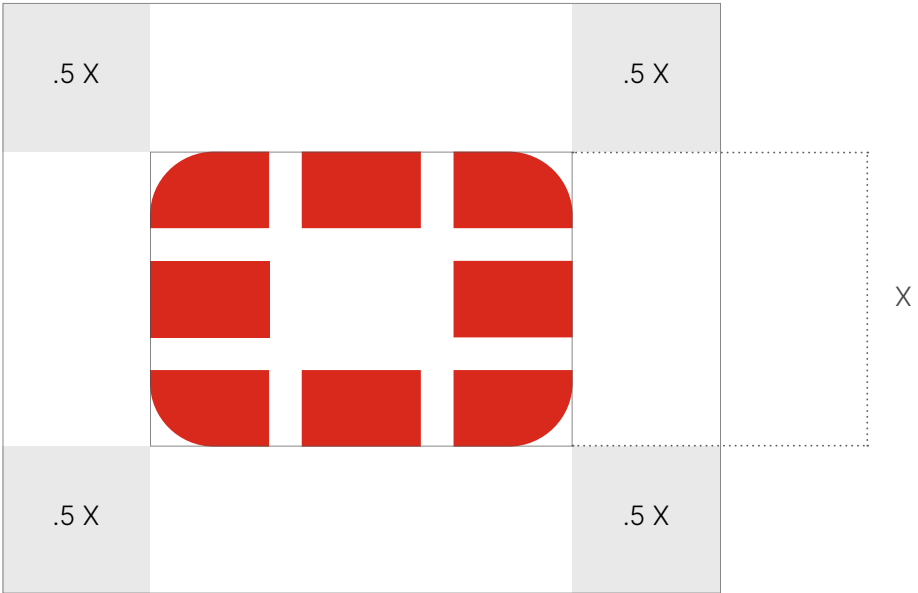
Clear Space

The Fortinet Grid requires clear space for optimal impact. Be sure to avoid infringing upon this space with other graphics or images. This clear space has been defined by the 50% the height of the Grid, referred to as “X.”

Minimum Size

The Fortinet Grid should always be large enough to ensure legibility. By establishing a minimum size, we ensure it is always prominent and readable. The Fortinet Grid reduces beautifully and is legible down to the following, as measured by the height of the cap height in the Grid:

- 17 pixels (width) for digital applications
- .25 inches or 6 mm (width) for printed applications



Fortinet Brand Guidelines / The Fortinet Logo

Color Usage

The primary version of the Fortinet logo uses two colors; red and black and should be used wherever possible. One-color versions of our logo may be used but only when necessary.

Always select and use the version of the artwork that provides the logo with the most contrast and readability.



Red

R218 / G41 / B28
HEX DA291C
PMS 485C
C0 / M95 / Y100 / K0

Black

R0 / G0 / B0
HEX 000000
PMS Black C
C0 / M95 / Y100 / K0

Fortinet Brand Guidelines / The Fortinet Logo

Approved Color Ways

The Fortinet logo should normally be rendered in full color. There are two options:

Positive use applications: Black logotype type along with a red Grid

Negative use applications: White logotype along with a red Grid

In extreme cases the Fortinet logo can be knocked out to white or be used in all black, but only when you have determined that a color option is not possible. A general rule is if you cannot achieve enough contrast with the Grid then use a full white or black logo.

When choosing the best color application, ensure that there is sufficient contrast to meet accessibility guidelines online (3.0:1 contrast).



Preferred color option



Preferred color option



Used in extreme cases



Used in extreme cases

Fortinet Brand Guidelines / The Fortinet Logo

Don't

The Fortinet logo should always be reproduced with care. Use common sense when using our logo and if you have any questions please contact us and we'll be happy to discuss your application concepts.

The exhibits on this page are considered off-brand.



Do not rotate or manipulate the Fortinet logo.



Do not use a drop shadow underneath the Fortinet logo. Avoid visual effects altogether.



Do not place the Fortinet logo on graphic or photographic backgrounds that are visually busy.



Do not place the Fortinet logo against colors that decrease the contrast ratio of the logo below 3.0:1.



Do not outline the Fortinet logo.



Do not combine part of the logo with other words unless authorized / created by the Fortinet branding team.

Sub Branding

Fortinet Brand Guidelines / Sub Branding

Partners, Products and Programs

There are three types of branding:

- 1. Co-branding. This is how we go to market with our partners.
- 2. Product branding. This is how we express ourselves through our products.
- 3. Programs branding. Internal brands, events and sub brands

All sub brand identities should be created by the Brand Design Team. If you have a design request, please submit a WorkFront ticket or contact us at brand@fortinet.com.



Fortinet Brand Guidelines / Sub Branding

NSE Training Institute

The Fortinet Network Security Expert (NSE) program is an eight-level training and certification program that is designed to provide interested technical professionals with an independent validation of their network security skills and experience. Upon completion participants are awarded NSE Certification Badges and can leverage them in multiple ways, including in email signatures, webpages, and marketing collateral.



Logotype lockups come in a vertical signature and a horizontal signature

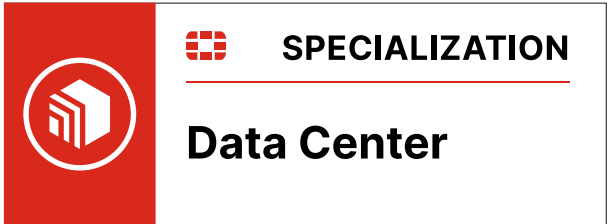


NSE Certification Badges

Fortinet Brand Guidelines / Sub Branding

Specialization Logos

Specializations are designed to further distinguish a partner's expertise among current and potential customers. Partners who achieve a Specialization level can leverage the badges in multiple ways, including in email signatures, webpages, and marketing collateral.





Colors

Fortinet Brand Guidelines / Colors

Primary Color Palette

Color unifies the Fortinet brand, creates continuity, and sets the right tone and proper mood for a brochure, website, or any other communication piece. Our primary color palette can be used on fields of color, graphic devices, icons, charts, graphics, and diagrams.

<div>Red R218 / G41 / B28 HEX DA291C PMS 485C C0 / M95 / Y100 / K0</div>	<div>White R255 / G255 / B255 HEX FFFFFFFF PMS na C0 / M0 / Y0 / K0</div>
	<div>Light Grey R240 / G240 / B240 HEX F0F0F0 PMS Cool Grey 2 C0 / M0 / Y0 / K10</div>
	<div>Black R0 / G0 / B0 HEX 000000 PMS Black C C0 / M0 / Y0 / K100</div>

Fortinet Brand Guidelines / Colors

Secondary Color Palette

The secondary color palette is designed with color families to complement our primary color palette. The secondary colors can be used in fields of color, typography, icons, charts, graphics, and diagrams.

Additionally there are set of shades/tints that get lighter and darker from the base primary colors.

Red R218 / G41 / B28 HEX DA291C PMS 485C C0 / M95 / Y100 / K0	Green Two R60 / G177 / B126 HEX 3CB17E PMS 7723C C4 M0 Y20 K31	Teal R44 / G204 / B211 HEX 2CCCD3 PMS 319C C60 M0 Y16 K0
Blue R48 / G127 / B226 PMS 2727C HEX 307FE2 C75 M45 Y0 K0	Purple R144 / G99 / B205 HEX 9063CD PMS 265C C54 M67 Y0 K0	Silver R162 / G178 / B200 HEX A2B2C8 PMS 2155C C36 / M19 / Y3 / K0

Fortinet Brand Guidelines / Colors

Neutrals Color Palette

The secondary color palette is designed with color families to complement our primary color palette.

The secondary colors can be used in fields of color, typography, icons, charts, graphics, and diagrams.

Additionally there are set of shades/tints that get lighter and darker from the base primary colors.

White R255 / G255 / B255 HEX FFFFFFFF PMS na C0 / M0 / Y0 / K0	Light Grey R240 / G240 / B240 HEX F0F0F0 PMS Cool Grey 2 C0 / M0 / Y0 / K10	Grey R200 / G200 / B200 HEX C8C8C8 PMS Cool Grey 5 C0 / M0 / Y0 / K21
Medium R150 / G150 / B150 HEX 969696 PMS Cool Gray 7 C C0 / M0 / Y0 / K41	Dark Grey R100 / G100 / B100 HEX 646464 PMS Cool Gray 10 C C0 / M0 / Y0 / K75	Black R0 / G0 / B0 HEX 000000 PMS Black C C0 / M0 / Y0 / K100

Fortinet Brand Guidelines / Colors

Tints Color Palette

The tint color palette is allows for subtle color touches. This can be helpful when type and graphics overlay color fields. This set of tints that get lighter and darker from the primary colors.



All tints are derived from the secondary color palette

Typography

Overview

The primary typeface for Fortinet is Inter. We selected it for its functionality and for its modern, clean look; the design of Inter is balanced and contemporary and reflects our brand. Inter is available in many styles: below are the four primary styles: light, regular, semi bold and bold—we use these four styles the most.

Inter is licensed under the Google Font License (this allows the font to be used, studied, modified, and redistributed freely as long as they are not sold by themselves). Inter may be downloaded [here](#).

Note...

Inter is our main typeface for all applications except for digital presentations, e.g., PowerPoint. For those tools we use Arial.

Inter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Inter Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Overview

Typographical hierarchy is a critical design principle employed in creating any Fortinet branded layout or composition. Scale, weight, and orientation considerations made when laying out messaging ensures that copy is both legible and harmonious for the reader. The demonstration presented here is a brief but relevant example of best practices in regards to typographical hierarchy.



ANALYST RECOGNITION BRIEF

Fortinet Secure SD-WAN Continually Receives Top Analyst Accolades

Fortinet Secure SD-WAN has caught the attention of industry analysts. Our unique Security-Driven Networking solution consolidates security and networking in one FortiGate hardware appliance or virtual machine.

FortiGate appliances deliver the world’s only ASIC-accelerated secure SD-WAN solutions. This transforms the WAN experience by delivering high-performance, reliable, and secure connectivity with self-healing capabilities and scalability without compromising security. Fortinet Secure SD-WAN is the only solution that truly integrates SD-WAN, next-generation firewall (NGFW), advanced routing, and ZTNA access proxy functions. Nearly 35,000 organizations are realizing the benefits of a unified WAN edge with our solution.

Design Components

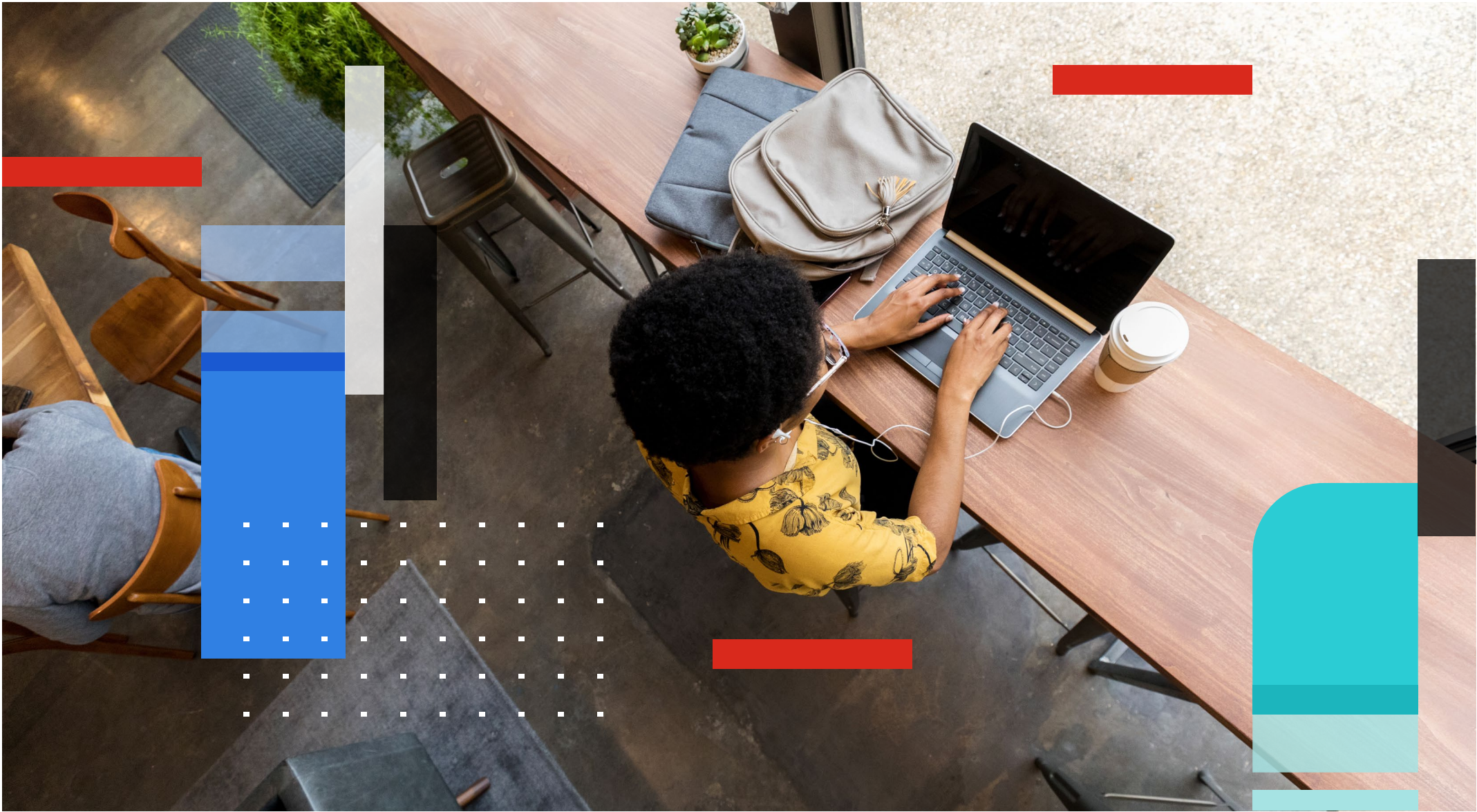
Fortinet Brand Guidelines / Design Components

Overview

The Fortinet Visual Style is a combination of iconic imagery (see Fortinet Photography Guidelines), a vivid color palette, and meaningful shapes/containers that we call “design components.” Collectively these represent the Fortinet story with multiple perspectives.

One representing the digital attack surface that reach across endpoints, network edges, and the cloud. Another reflects the acceleration of digital Innovation across industries and markets. And the last set represents the Fortinet solution where one can trust that they are protected everywhere—their people, devices, and data.

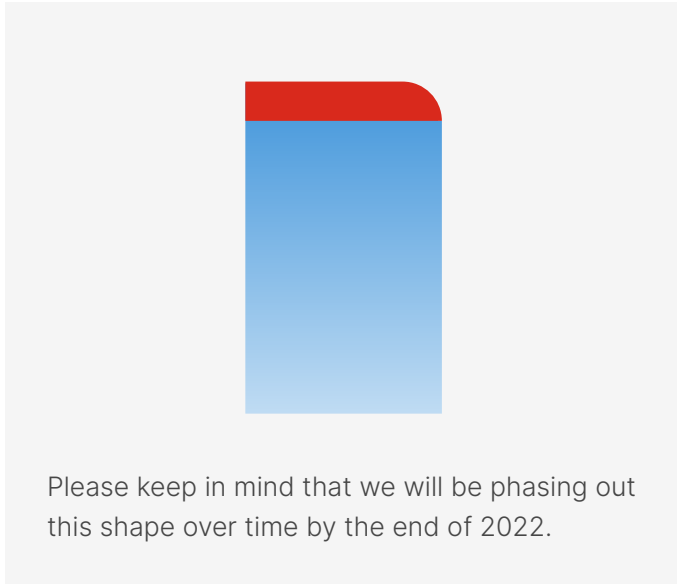
This system is flexible and when used with compelling copy it reflects the Fortinet brand in a unique and memorable way.



Fortinet Brand Guidelines / Design Components

The Meaning

The Design Components are not just a collection of shapes and lines. They represent how Fortinet enables digital innovation and maintains complete coverage over the attack surface and the digital world around us. These shapes and lines can be used in combination with or without photography.



Please keep in mind that we will be phasing out this shape over time by the end of 2022.



Digital Attack Surface

These shapes represent how data has become ubiquitous in our lives. They represent the digital attack surface across endpoints, network edges, and the cloud. They are typically used in grey tones and never in color.



Layers of Protection

These shapes represent Fortinet and our ability to protect people, data, and devices everywhere. The bright pillar colors typically represent optimism, safety, and protection. The red colors typically represents stop and symbolizes Fortinet's ultimate layer of protection stopping threats from impacting our customers.

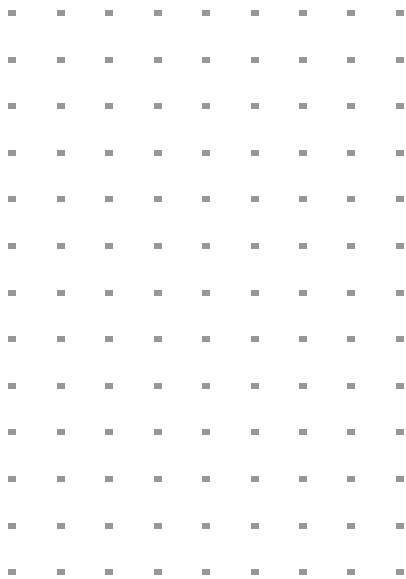
Fortinet Brand Guidelines / Design Components

Digital Attack Surface Colors

These shapes represent how data has become ubiquitous in our lives. They represent the digital attack surface across endpoints, network edges, and the cloud. They are typically used in grey tones and never in color.

Color Tips

They are typically used in grey tones and should never be used color.



T.1

You should consider these shapes as the primary and can be filled with colors and images.



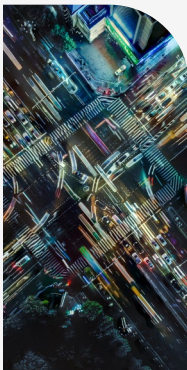
T.2

These shapes represent the acceleration of digital Innovation across industries and markets. Imagery can be framed inside some of these shapes or they can be colored filled.

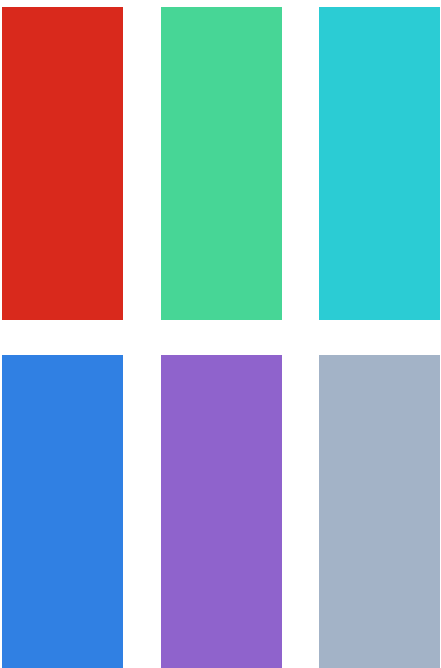
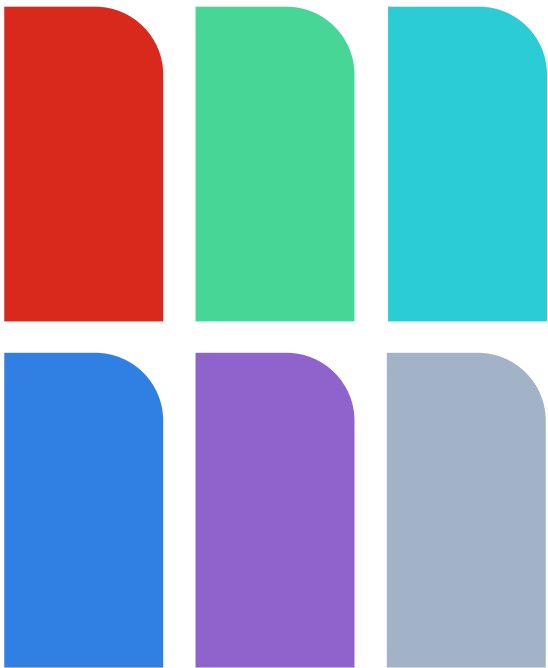
Fortinet Brand Guidelines / Design Components

Layers of Protection Colors

These shapes represent the acceleration of digital Innovation across industries and markets and can be used in any of the colors from our primary palette.



These shapes can also be used as a frame to contain images.



DAS.1

You should consider these shapes as the primary and can be filled with colors and images.

DAS.2

These shapes represent the acceleration of digital Innovation across industries and markets. Imagery can be framed inside some of these shapes or they can be colored filled.

DAS.3

These shapes represent the comprehensive real-time protection across the digital attack surface and cycle the we provide. These should always be filled with the Fortinet Red color.

Fortinet Brand Guidelines / Design Components

Layers of Protection / Fortinet Colors

These shapes may be small but they represent the protection we provide. They stand out from the other shapes in the design component system by being the only ones that flow horizontally across layouts.



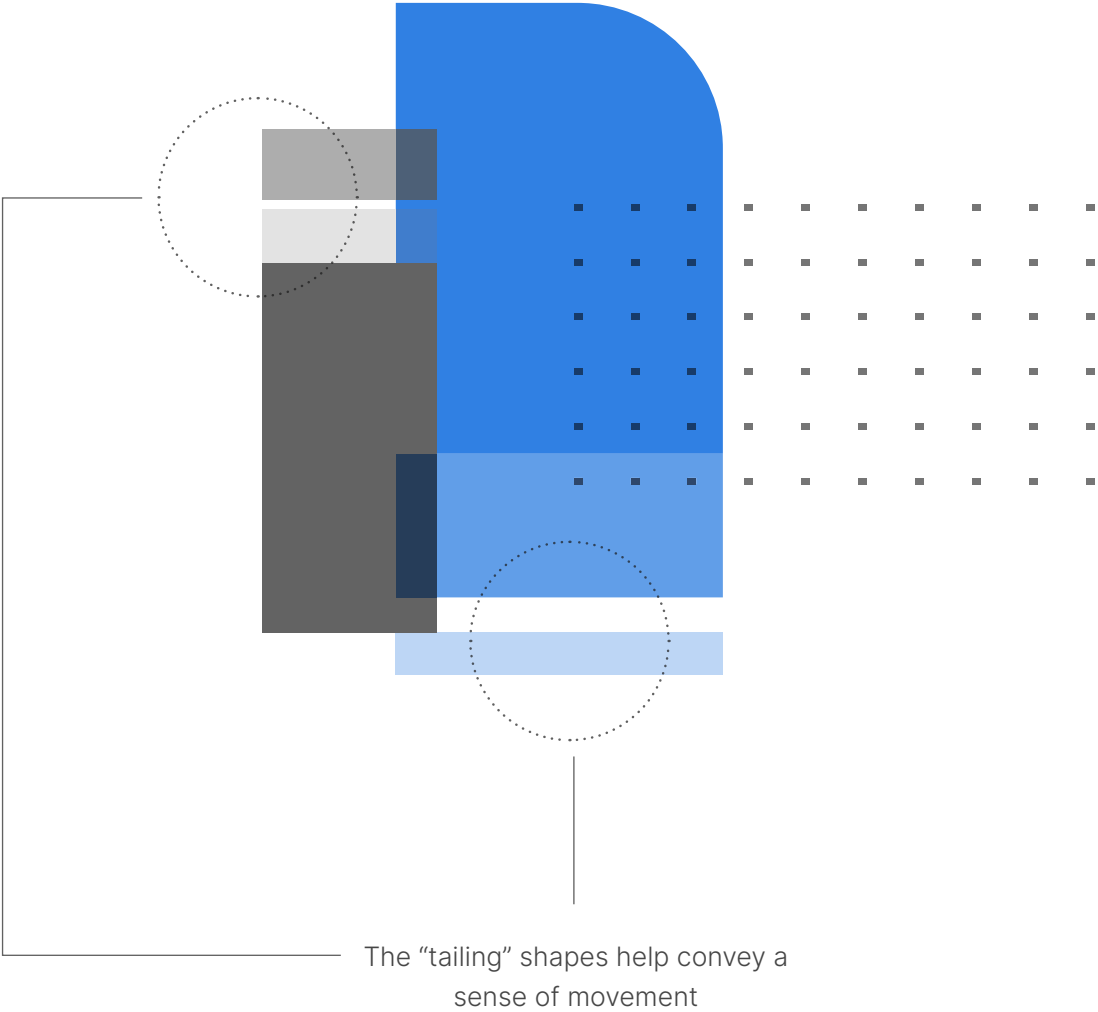
P.1

The P.1 shape represents the protection Fortinet provides to our customers. The shapes should always be colored in the Fortinet Red. If your layout allows, use three in a staggered layout.

Fortinet Brand Guidelines / Design Components

Implied Movement

In order to create movement in the design components they can be built with "trailing" elements that use varying transparencies.



The "trailing" shapes help convey a sense of movement

Fortinet Brand Guidelines / Design Components

Clustering

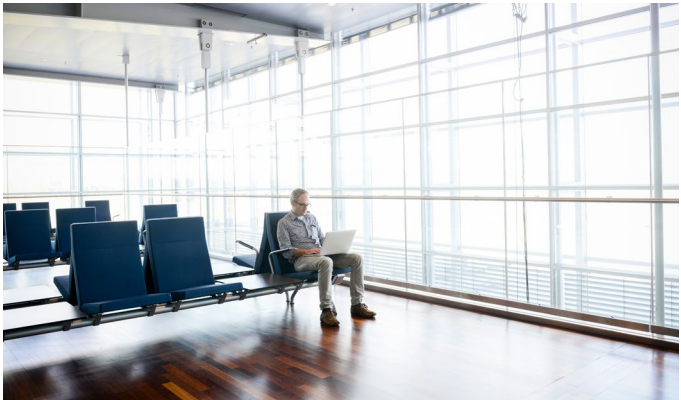
Although design components can be used alone, they tell a more powerful story when they are grouped together in what we call “clusters.” Clusters work best when they contain two to three components. And as we discussed in the color section you can use a combination of solid and/or transparent colors.



Fortinet Brand Guidelines / Design Components

Image Selection

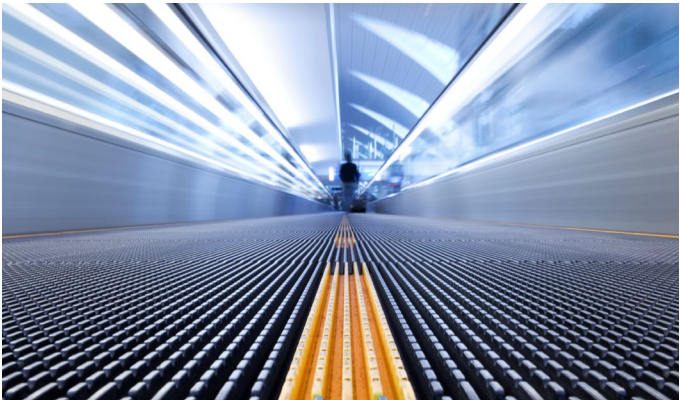
Using the right photography in combination with the design components is critical in expressing the Fortinet brand. And it's obvious to state, that choosing images that aligns with the message is just as important.



Try to avoid complex imagery, especially ones with strong vertical characteristics as these will conflict with the vertical nature of our design components.



Images with open space will allow you to arrange the design components more freely.



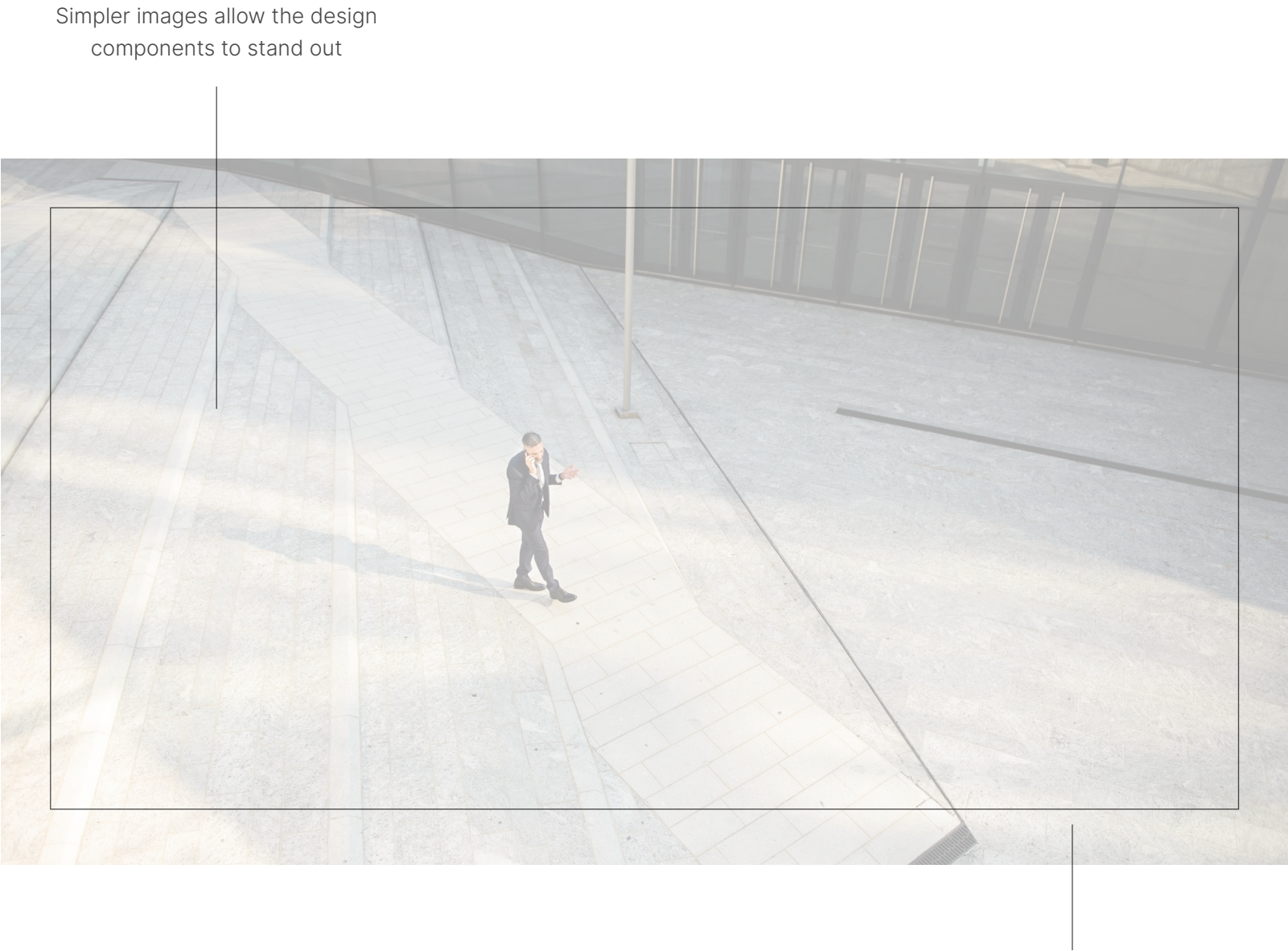
Images with open space will allow the design components to be visible.

Fortinet Brand Guidelines / Design Components

Layout Considerations

Whether working with color, black and white, or duotone images it is important to select them with the addition of the design components in mind. A complex image will over power anything integrated into it.

The following pages will help you think about how to best create branded imagery.



It's always good to establish margins

Fortinet Brand Guidelines / Design Components

Layout Considerations

When applying the design components, arrange them in ways that is visually interesting, balanced and considers the focal point of the image.



When appropriate, align design components to add a unified composition

Keep the focal point of your image clear of any design components

Fortinet Brand Guidelines / Design Components

Layout Considerations

Whether working with color, black and white, or duotone images it is important to select them with the addition of the design components in mind. A complex image will over power anything integrated into it.

The following pages will help you think about how to best create branded imagery.

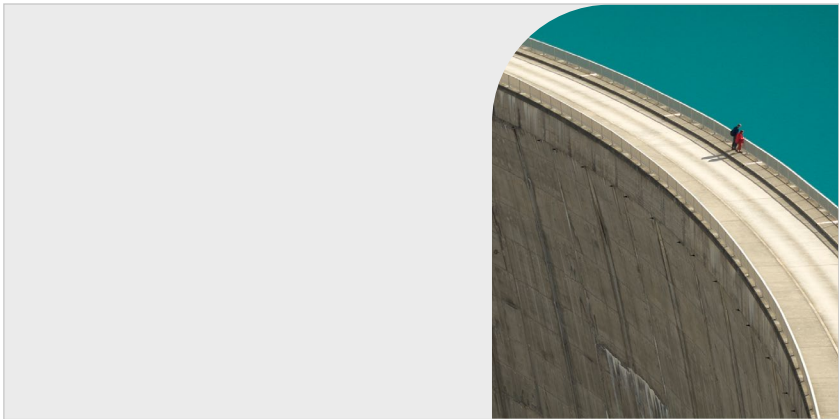
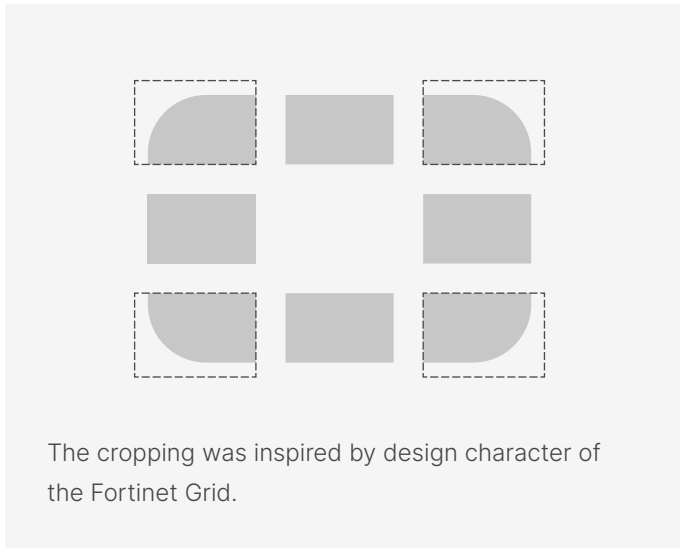


Fortinet Brand Guidelines / Design Components

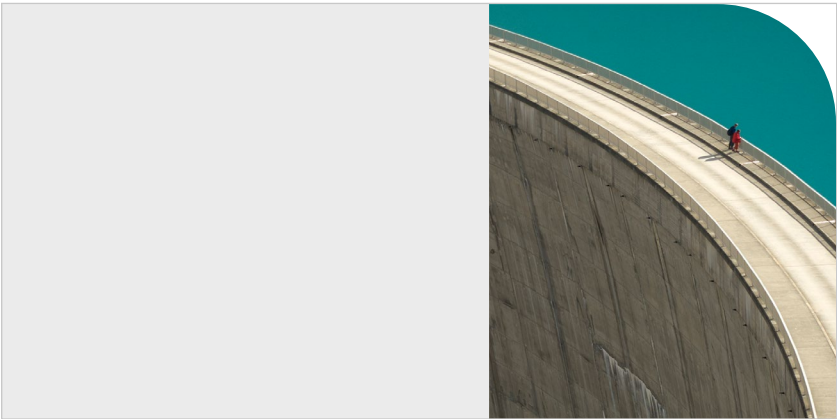
Radius Corners

There are four ways in which images can be cropped. They all must use a radius corner but that can be placed in any corner.

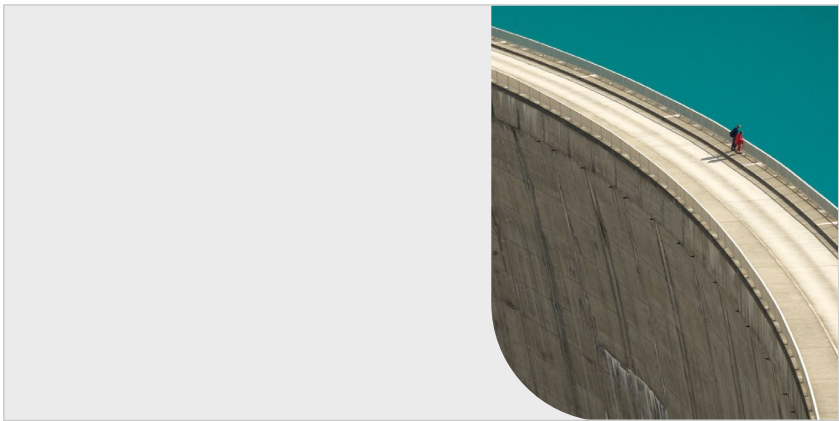
Note...
Radius corners that are on the outer edge of art (see examples A and B) the corner is not defined by the light grey background and should be transparent (using a PNG).



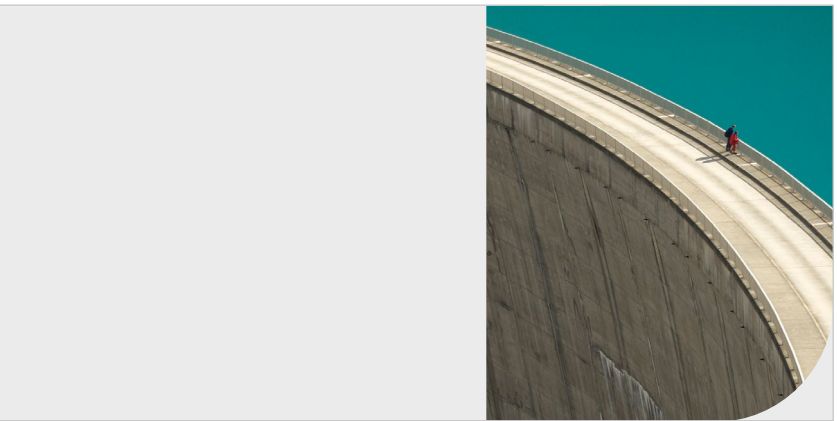
A



B



C



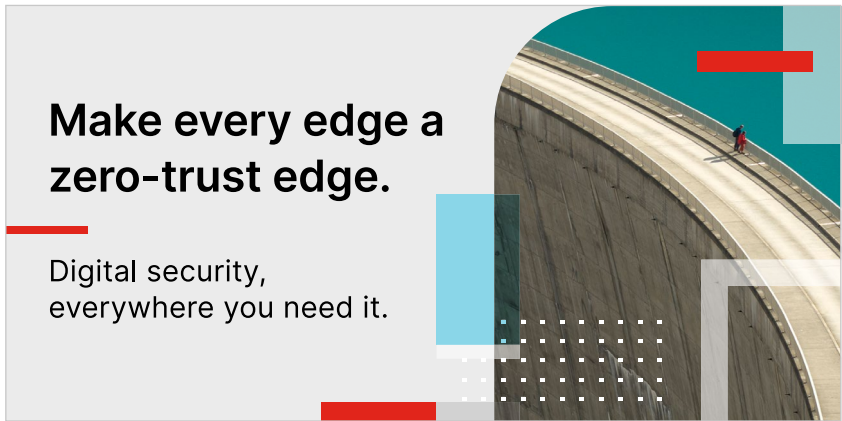
D

Fortinet Brand Guidelines / Design Components

Content Placement

From the examples shown here, you can clearly see how the radius corner can successfully work in any of the four corners.

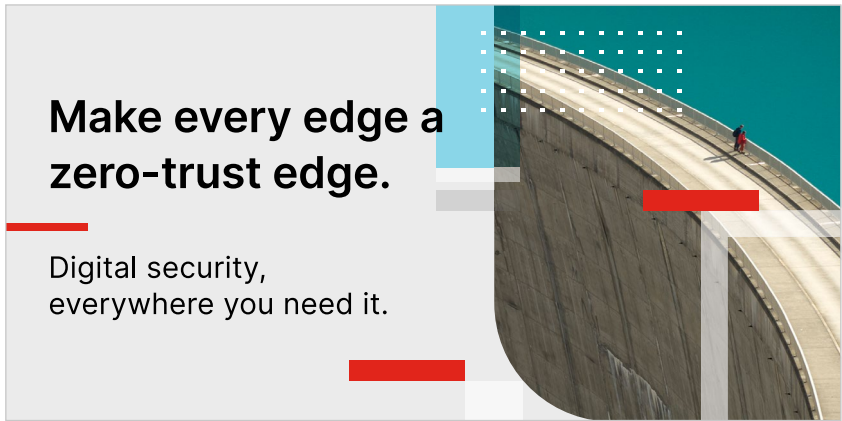
Note...
You can mix and match radius corner placement within campaign applications. And no design components should overlap corners



A



B



C



D



Photography

Fortinet Brand Guidelines / Photography

People, Places, and Things

Fortinet photography can be divided into three categories: people, places, and things. Use photography that helps tell a story to the words associated with them on the applications, e.g., banner ads. When selecting images, look for one that feel authentic, candid, and avoid cliché or overly produced scenes.

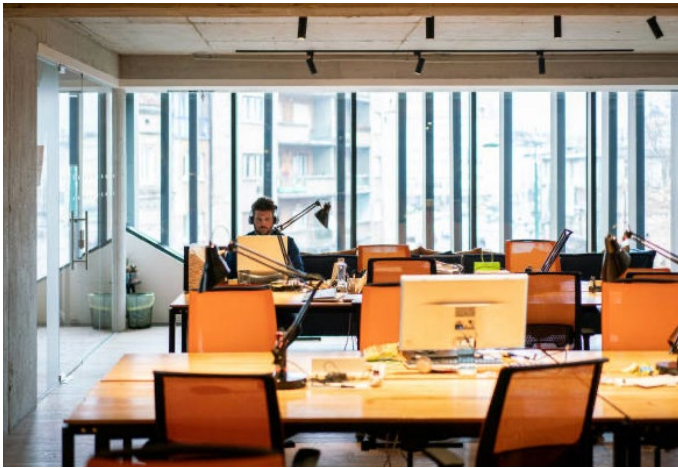
Do

Use photography that reflects diversity and inclusivity to reflect our “D&I” commitment. They should express a cultural, gender, and ethnic mix that are appropriate for communication to your socio-geographic world.

Resource Library

Fortinet has a resource library of licensed images and please contact brand@fortinet.com for access and support.

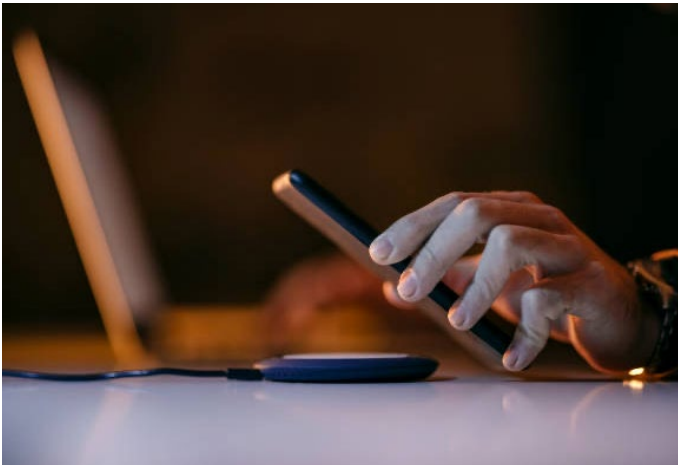
People



Places



Things



Fortinet Brand Guidelines / Photography

Don't

Do not use images that portray negative scenarios, fear, or anxiety in the subject. These do not capture the promise of making a digital world that one can trust.

Avoid dark lighting and silhouettes. Stay clear of fake or exaggerated expressions and poses. And avoid images that appear computer generated or have data overlays.

If you have any questions or concerns on a specific image please feel free to reach out to us at brand@fortinet.com.

Negativity



Fake Expressions



Computer Generated



Iconography

Fortinet Brand Guidelines / Iconography

Overview

The Fortinet icon library is designed to portray a clean and modern design with personality. Each icon is designed with a black outline with tinted fills. The tinted fill color aligns with the pillar the icon belongs to. Icons not aligned to a pillar are a single color.

All icons should be created by the Brand Design Team. If you have a icon request, please submit a WorkFront ticket or contact us at brand@fortinet.com.



The Fortinet Security Fabric

Fortinet Brand Guidelines / The Fortinet Security Fabric

Overview

The Fortinet Security Fabric is at the heart of the Fortinet security strategy. It is a platform organically built around a common operating system and management framework to enable broad visibility, seamless integration and interoperability between critical security elements, and granular control and automation.

Broad

Visibility and protection of the entire digital attack surface to better manage risk.

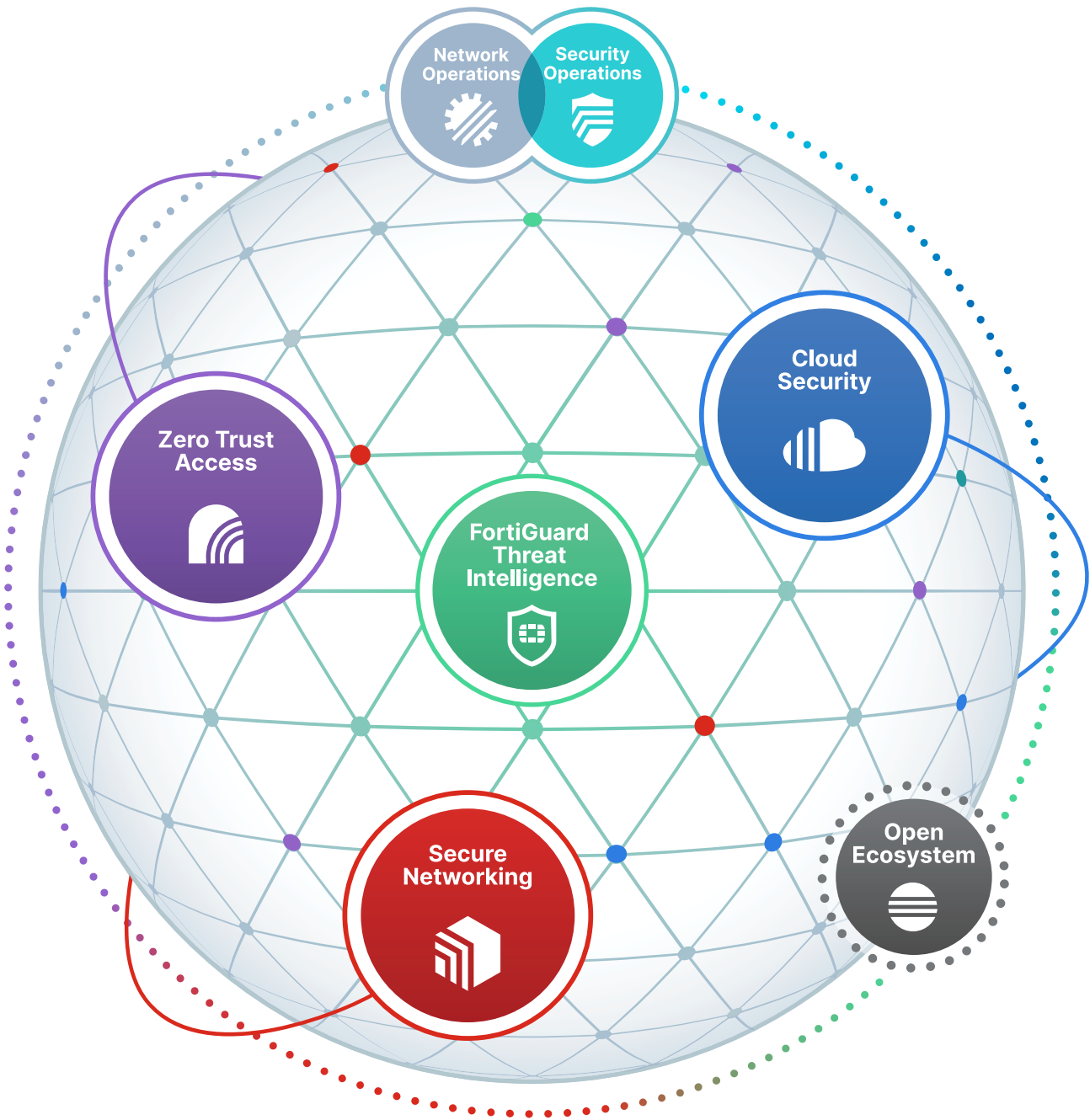
Integrated

Solution that reduces management complexity and shares threat intelligence

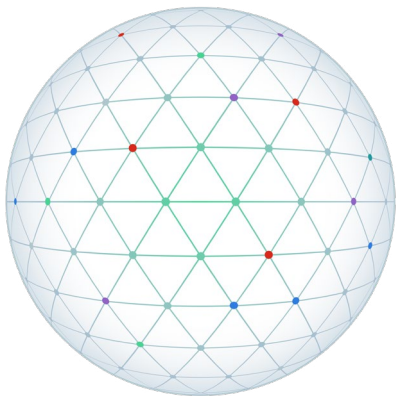
Automated

Self-healing networks with AI-driven security for fast and efficient operations.

When referencing in copy, the first mention should spell the entire name, the “Fortinet Security Fabric.” In subsequent mentions, it is acceptable to refer to it as the “Security Fabric.”



Fortinet Brand Guidelines / The Fortinet Security Fabric



Threat Landscape

Today's perimeter is everywhere, allowing applications and data to move freely across multiple network edges to meet evolving business demands.

The latest attack landscape is advancing more rapidly than ever before, introducing new and polymorphic attack techniques that are executed on a large scale within a well-coordinated attack sequence. As data and applications cross the network move to more dynamic compute platforms, organizations are faced with a greatly expanded attack surface and increased risk and complexity



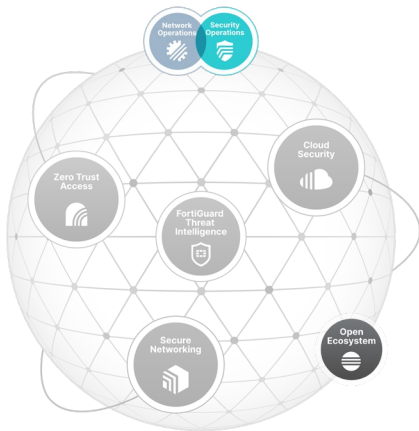
Broad

FortiGuard: FortiGuard Security is a suite of AI-Powered security services and Real-Time threat intelligence continuously fed into the Security Fabric and many Fortinet products.

Security Driven Networking: Integrates security, networking, and advanced routing functionality into a single system to ensure that even the most dynamic environments and edges are always protected.

Zero Trust Access: Zero Trust Access is how the Fortinet Security Fabric applies the principles of limited access, ongoing verification, and continuous control of users and devices to network resources and applications.

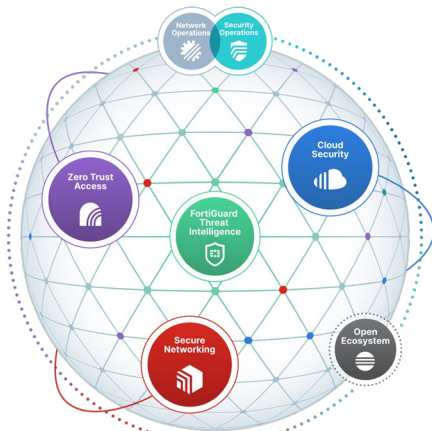
Adaptive Cloud Security: Provides central management, optimized operations, security, and visibility within and across multi-cloud environments to ensure consistent security policy deployment and enforcement while maintaining overall performance.



Integrated

Fabric Management Center: A single Fabric Management Center provides centralized control of every Security Fabric element. It ensures that everything is integrated and communicating, orchestrates policies, correlates and shares threat intelligence, and automatically enables a coordinated response to detected security events.

Open Ecosystem: To help organizations more effectively leverage their existing security investments, fabric connectors and APIs are used to create an open ecosystem so existing solutions can be easily connected into the Security Fabric.



Automated

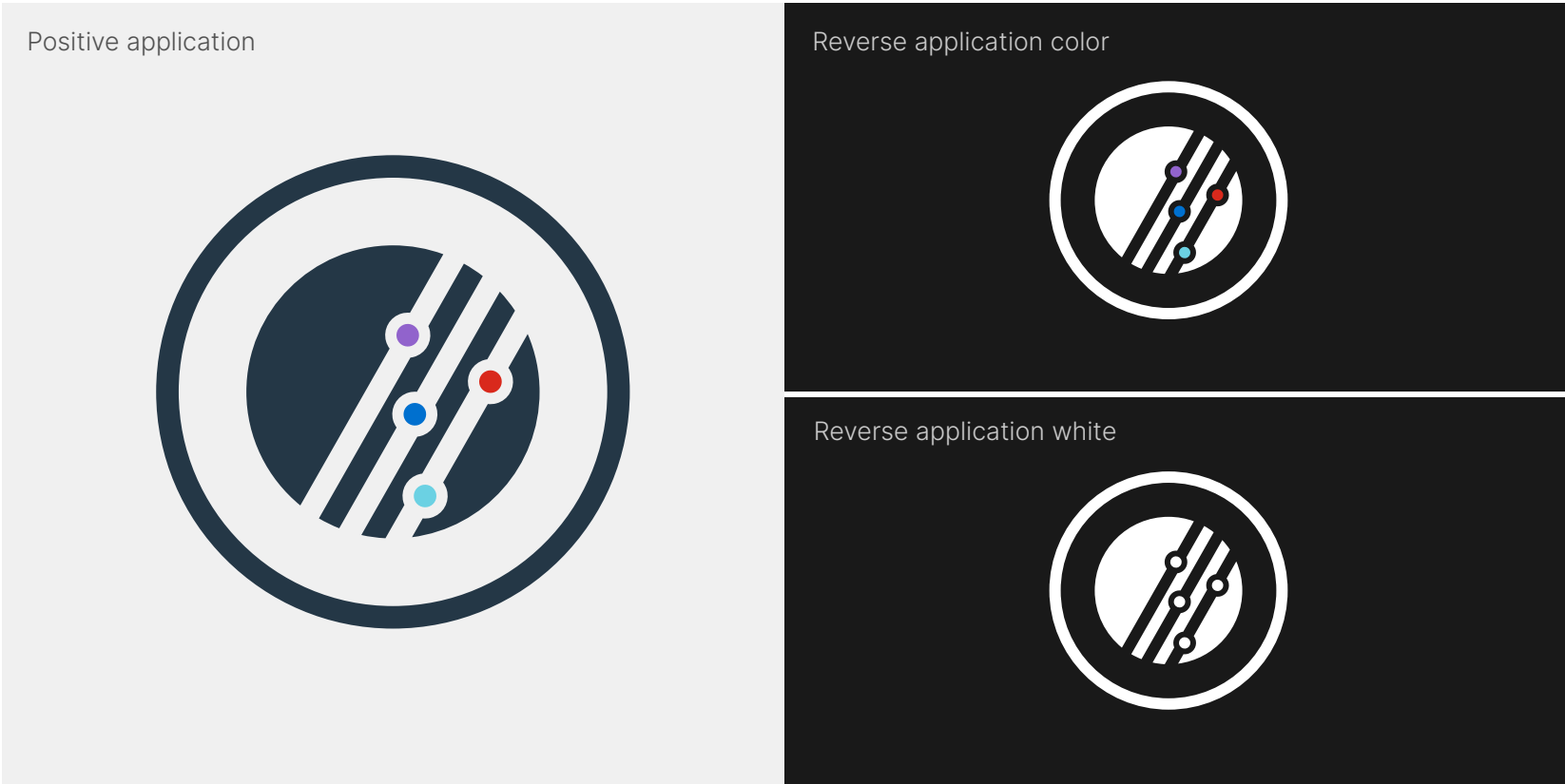
All of this is driven by automated, self-healing networks augmented with AI-driven security to enhance and accelerate threat detection, data correlation, event investigation, and coordinated response to enable fast and efficient operations.






Fortinet Brand Guidelines / Fortinet Security Fabric

Fortinet Security Fabric Icon

The Fortinet Security Fabric is the industry’s highest-performing and most extensively deployed cybersecurity platform. Powered by FortiOS, the Security Fabric blends enterprise-grade security, self-healing connectivity, application acceleration, and advanced networking functionality into a seamless solution that spans all edges, endpoints, and clouds. This approach enables the broad, integrated, and automated approach to security that today’s organizations need to compete effectively in the digital marketplace.

The Fortinet Security Fabric icon is used to represent the Security Fabric. Do not create miniature versions of the Security Fabric itself to insert into diagrams and charts. The mark takes its inspiration from the fabric representing the digital attack surface with the pillars across the front. All the pillar marks use the three-line pattern inspired by the original FortiGate logo. Only the Fortinet Security Fabric mark contains the color dots representing the pillars integrated into the Security Fabric.



				
Silver 80 R36 / G55 / B70 HEX 243746 PMS 7546C C86 / M69 / Y51 / K46	Fortinet Red R218 / G41 / B28 HEX DA291C PMS 485C C0 / M95 / Y100 / K0	Teal R44 / G204 / B211 HEX 2CCCD3 PMS 319C C60 M0 Y16 K0	Blue R48 / G127 / B226 PMS 2727C HEX 307FE2 C75 M45 Y0 K0	Purple R144 / G99 / B205 HEX 9063CD PMS 265C C54 M67 Y0 K0

Fortinet Brand Guidelines / Fortinet Security Fabric

Zero Trust Access Icon

As network perimeters have dissolved and IoT devices have flooded networks, organizations are struggling to maintain control over who and what gets access to key resources and applications.

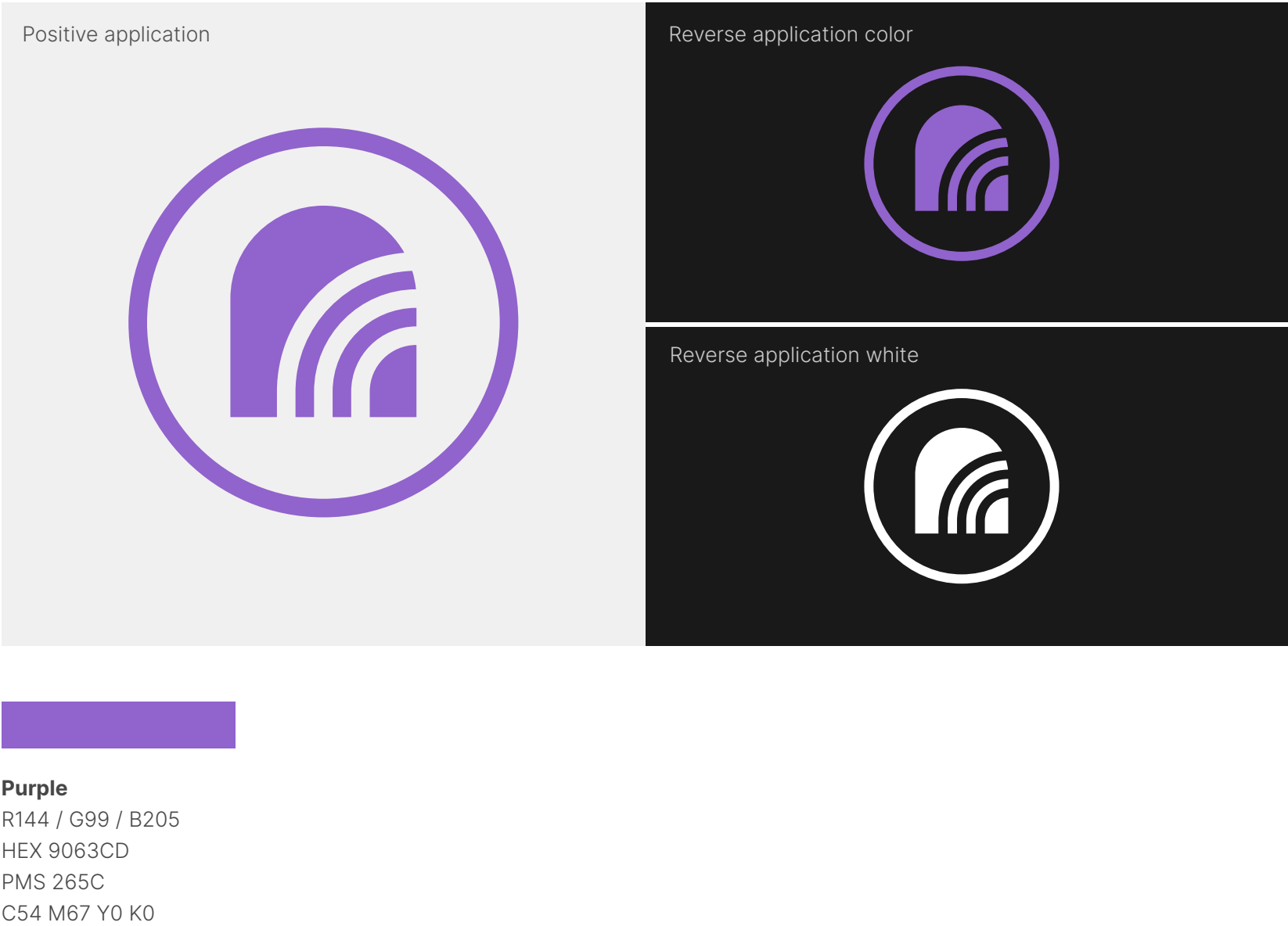
Zero Trust Access is how the Fortinet Security Fabric applies the principles of limited access, ongoing verification, and continuous control of users and devices to network resources and applications.

Correct

- Zero Trust Access
- Zero Trust Network Access

Not Correct

- Zero-Trust Access
- Zero-Trust Network Access



Fortinet Brand Guidelines / Fortinet Security Fabric

Secure Networking Icon

Today's security must keep pace with networks that are in a constant state of flux and expansion, leaving gaps in protection and visibility.

Security-Driven Networking integrates security, networking, and advanced routing functionality into a single system to ensure that even the most dynamic environments and edges are always protected. Instead, it becomes deeply aware of networking functions, enabling it to adjust configurations, policies, and protocols on the fly to ensure continuous protection and consistent enforcement.


Correct

- Security-Driven Networking


Not Correct

- Security Driven Networking
- Security-driven Networking
- SDN


Positive application




Reverse application color



Reverse application white





Fortinet Red
R218 / G41 / B28
HEX DA291C
PMS 485C
C0 / M95 / Y100 / K0

Fortinet Brand Guidelines / Fortinet Security Fabric

Cloud Security Icon

Organizations struggle to ensure consistent security policy and enforcement and maintain overall performance across multi-cloud environments.

Fortinet Cloud Security provides centralized management, optimized operations, consistent security, and broad visibility within and across multi-cloud environments.

Cloud Security secures all aspects of a customer's cloud journey across networks, applications, and platforms.


Correct

- Cloud Security


Not Correct

- Adaptive-cloud Security
- Adaptive cloud security
- Adaptive Cloud security


Positive application




Reverse application color



Reverse application white





Blue
R48 / G127 / B226
PMS 2727C
HEX 307FE2
C75 M45 Y0 K0

Fortinet Brand Guidelines / Fortinet Security Fabric

FortiGuard Security Icon

FortiGuard Security is a suite of AI-Powered security services and Real-Time threat intelligence. The services continuously assess the risks and automatically respond, and counter known and unknown threats providing centralized detection and prevention delivered from the cloud, with detection and enforcement close to the protected asset. Built from the ground up to secure hybrid environments.

FortiGuard Labs is the threat intelligence and research organization at Fortinet. Its mission is to provide Fortinet customers with the industry's best threat intelligence designed to protect them from malicious activity and sophisticated cyberattacks.


Correct

- FortiGuard (plus descriptor)


Not Correct

- Fortiguard
- FGD
- FortiGuard Subscription

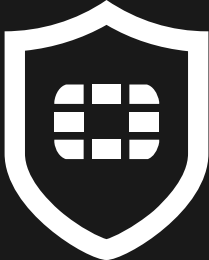
Positive application




Reverse application color



Reverse application white





Green Two
R60 / G177 / B126
HEX 3CB17E
PMS 7723C
C4 M0 Y20 K31

Fortinet Brand Guidelines / Fortinet Security Fabric

Security Operations Center Icon

Fortinet believes that, to keep pace with the volume, sophistication, and speed of today's cyber threats, organizations need to apply artificial intelligence as well as integration and automation so security operations can function at machine speed. The Fortinet Management Center enables customers to easily add advanced threat detection and response capabilities across their Security Fabric to reduce their cyber risk and improve operational efficiency.


Correct

- Fabric Management Center: Security Operations
- Fabric Management Center: SOC
- FMC


Not Correct

- Fabric Management Center: Security Operations Center
- Fabric Management Center: Security Operations
- FMC: SOC
- Fabric Management Center: SOC


Positive application




Reverse application color



Reverse application white





Teal
R44 / G204 / B211
HEX 2CCCD3
PMS 319C
C60 M0 Y16 K0

Fortinet Brand Guidelines / Fortinet Security Fabric

Network Operations Center Icon

The Fabric Management Center for NetOps from Fortinet helps simplify network operations for the Security Fabric. It does this by providing a unified console with network management, automation, and orchestration capabilities designed to easily eliminate complexity challenges for NetOps teams. Ultimately, the Fabric Management Center – NOC helps improve efficiency, decrease TCO, and reduce risk for the NetOps teams.

Correct

- Fabric Management Center: Network Operations
- Fabric Management Center: NOC
- FMC

Not Correct

- Fabric Management Center: Network Operations Center
- Fabric Management Center: Network Operations
- Fabric Management Center: NOC
- FMC: NOC



Fortinet Brand Guidelines / Fortinet Security Fabric

Open Ecosystem Icon

The Fortinet Open Ecosystem is comprised of a broad set of over 480* Fabric-Ready technology alliance partners, collaborations with threat-sharing organizations, and integrations with many other vendor technologies. The Fortinet approach extends the benefits of the Security Fabric to other assets, ensuring that customers can leverage their existing investments while deploying protection across every point of the IT infrastructure.

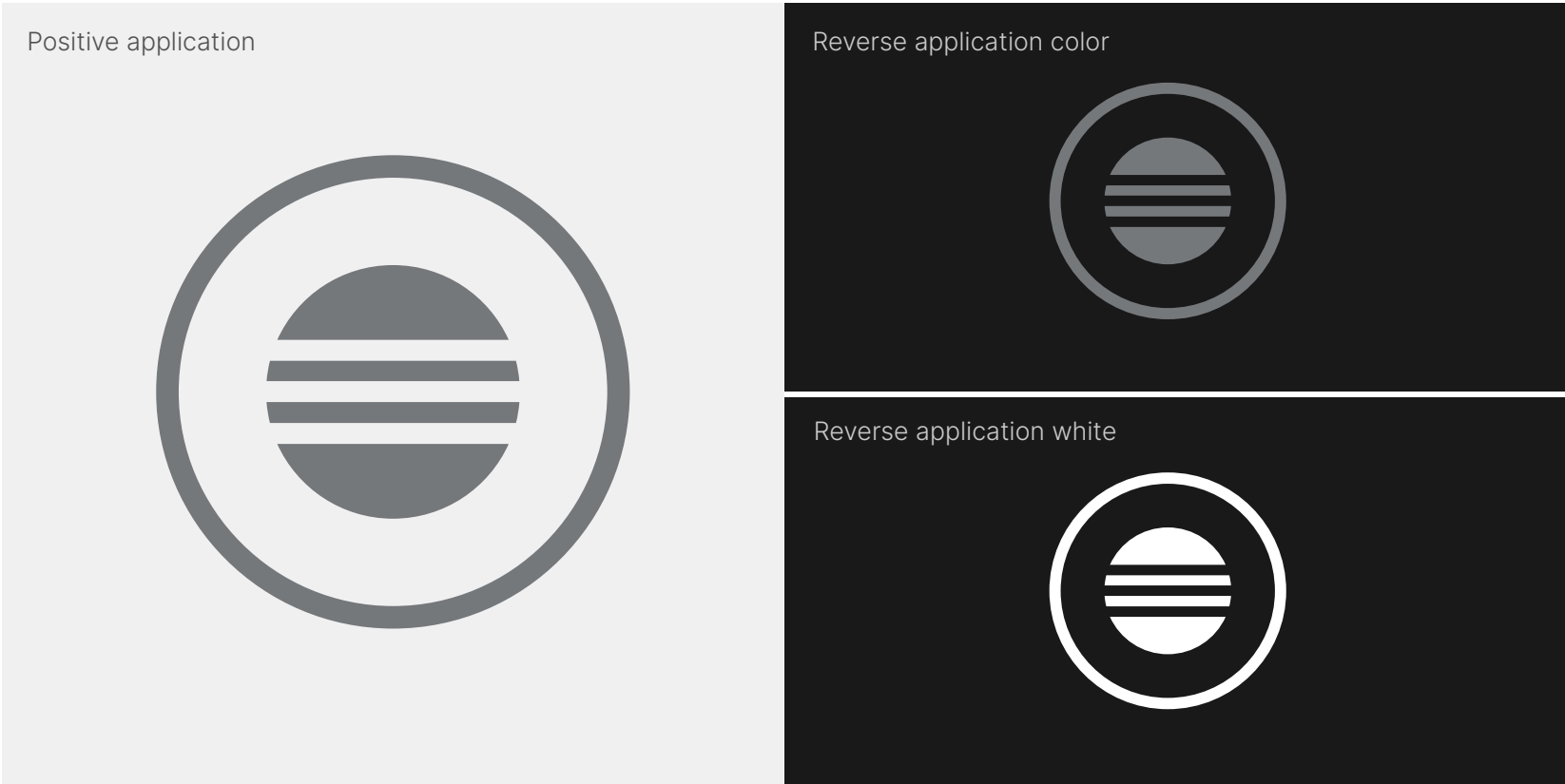
Correct

- Open Ecosystem

Not Correct

- EcoSystem
- Eco System

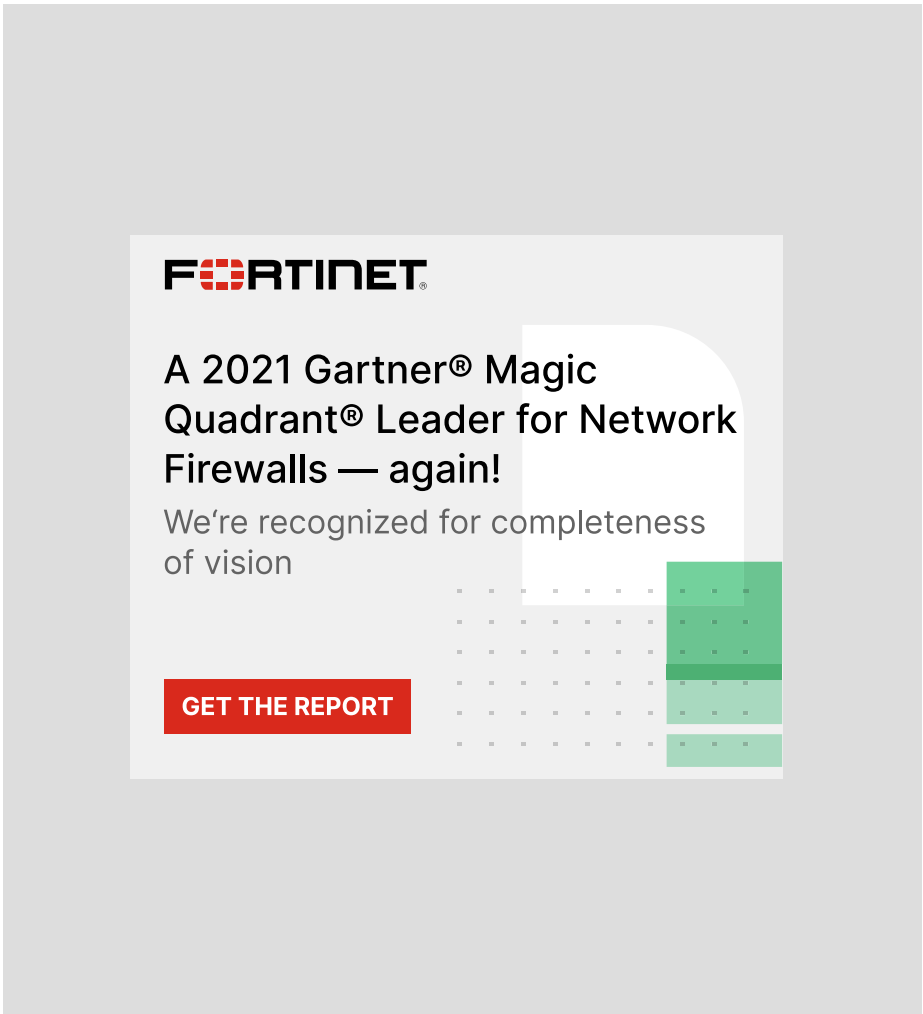
*Updated March 2, 2022

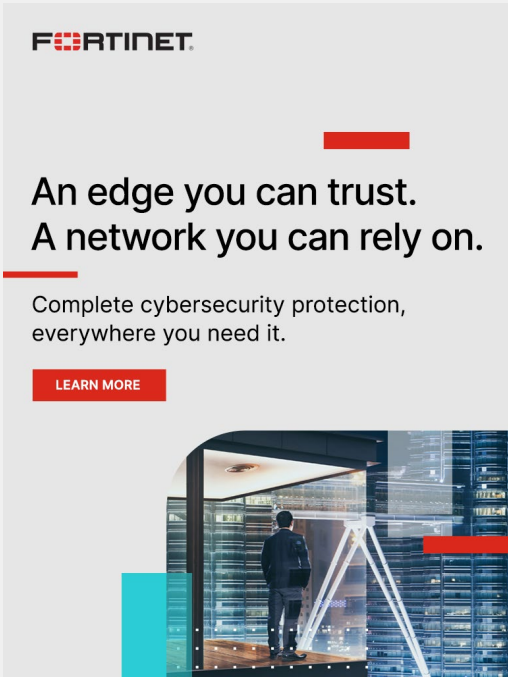


Grey
R117 / G120 / B123
HEX 75787B
PMS Cool Gray 9 C
C2 / M1 / Y00 / K52

FORTINET®

Gallery







Contact Information

Fortinet Brand Guidelines / Contact Information

The Fortinet Content Portal

Brand assets and templates are available in the content portal for Fortinet employees or approved agencies. If you are a Partner, you can now find assets directly on the Partner Portal’s Marketing page in the “Additional Materials” section.

[Go to Content Portal](#)

Partners

Please visit the Partner Portal Asset Library for the latest content and campaigns.

Fuse Intranet

Select brand assets and templates are available on Fuse for all employees.

[Go to Fuse](#)

Brand Approvals

Use Workfront to request a brand approval.

[Request a Brand Approval](#)

WorkFront

Use WorkFront to submit a work request to Fortinet’s Creative Services Team.

[Go to Workfront](#)

Questions regarding brand

brand@fortinet.com

Questions regarding Communications and PR

pr@fortinet.com

Questions regarding Sales

salesoperations@fortinet.com

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Questions regarding brand

brand@fortinet.com

Questions regarding Communications and PR

pr@fortinet.com

Questions regarding Sales

salesoperations@fortinet.com

Digital Security, everywhere
you need it.

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